Zoning Ordinance

Section 5-1200 Sign Regulations.

5-1201   Purpose.

The visual environment has an effect on and is an important element in safeguarding life, health and property and in preserving the natural beauty, historic and cultural attributes, unique character and attractiveness of communities.

The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County.

Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations.

The primary purposes of signage regulations are (1) to help people find a location without difficulty or confusion and (2) to clearly identify places of business and communities.

Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall.

Signs are to be considered accessory components of an overall composition of architectural elements, not as dominant architectural elements by themselves. They are subordinate to the structures and land use functions they reference.

This Section establishes standards for the location, design, construction, installation, display, and safety of signs. More specifically, while not restricting freedom of expression, regulations are hereby established for

- assuring compatibility of signs with land uses,
- promoting orderly, attractive and effective signage,
- establishing the type, number, physical dimensions, design and location of signs,
- treating similar types of signs consistently, and
- minimizing competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.

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